

# Muhammad Saad

Lead Product Designer

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Experienced end-to-end digital product designer with expertise in full-stack roles, emphasizing the development of exceptional web, mobile, and desktop product experiences.

## Work Experience

### Lead Product Designer

APIMatic.io  
2020 - Present

- Led UX/UI design for the Developer Experience Portal, serving global developers and enterprise clients including **Verizon, Foxit, Boku, FortisPay, Visa Earthport & Finicity Mastercard**, spanning across 178+ countries.
- Collaborated with product team on its experience, wireframes, and high-fidelity mockups for Analytics Dashboard, API Editor, DX Portal, SDK Widget, Code Validator, and Guided Walkthroughs.

### Senior Product Designer

Atlas Dex • Part Time  
2021 - 2022

- Led the complete design of a cross-chain router product, linking major blockchains including **Solana**. This involved crafting the user experience and interface, along with setting up a cohesive design system.
- Produced app features like **Swap, Staking, Pools, Farms and Bridge**.

### Senior UX Designer

Synergy-IT  
2017 - 2020

- Led the end-to-end UX/UI design for **SpeekIO** recruiting product.
- Implemented and created a design system for mobile app product **CubiVue**.
- Produced HTML+CSS for enterprise web portals in agile environment.
- Worked closely with developers to implement designs as SaaS web apps.

- **Apps Design Specialist**

- EarthFactor Pvt. Ltd  
2015 - 2017

- **Assistant Manager (UI/UX)**

- EarthFactor Pvt. Ltd  
2014 - 2015

- Led the UX/UI for the mobile apps (Android, iOS) & web apps (HTML+CSS).
- Contributed within the marketing team to develop and deliver mobile and web app services tailored for diverse global telecom operators including **Ufone, Jazz, Korek Telecom, Asiacell & du**.
- Produced UI for the mobile apps (Android, iOS) & web.
- Worked on multiple app products and produced concept design documents, wireframes & mockup in an agile environment.

## Education

### MSc. Project Management

UET Taxila

### BS in Computer Science

Iqra University ISB

## Skills

Product design   Design systems   Figma   Adobe XD   Illustrator  
HTML   CSS   Github   WordPress   Microsoft Clarity   Autopilot  
Mixpanel   Agile/Scrum   HubSpot   Research

## Certifications

UX certifications from The Interaction Design Foundation (IDF)

- [Design Thinking: The Beginner's Guide](#)
- [Human-Computer Interaction - HCI](#)
- [UI Design Patterns for Successful Software](#)
- [Mobile UX Design](#)
- [Information Visualization: Getting Dashboards Right](#)
- [Dynamic User Experience: Design and Usability](#)
- [How to Design for Augmented and Virtual Reality](#)
- [The Ultimate Guide to Visual Perception and Design](#)